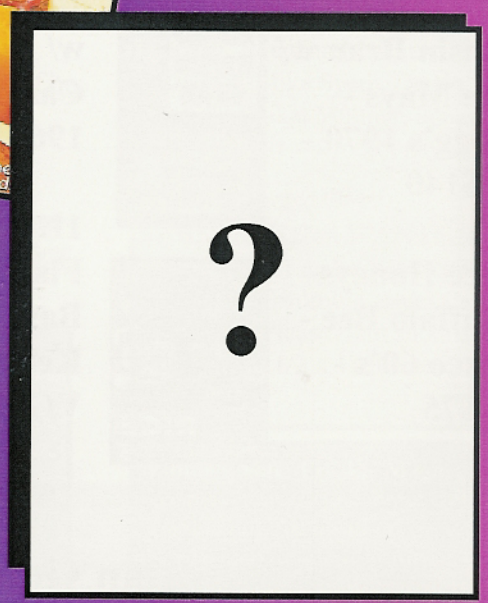
FREAKIE MAGNET

Issue Number 12
Fall 1998

1971

MEET THE FREAKIES FOR BREAKFAST!
Here come the Freakies of breakfast-time fame
And they'd like you to know them by their own special names:

1987



2000

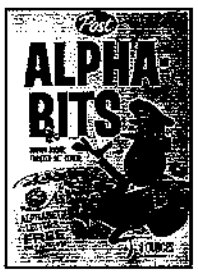
Inside this Issue:

R&L Premiums
Freakies Transformation
M.U.S.C.L.E.
Cereal Con IV
More...

TICK TOCK TOYS SALE AD

CEREAL BOXES FOR SALE

1. Alpha Bits w/ Postman - Post 60's - VG no top flaps $125



2, Moonstones w/ Magnet offer - Ralston 70's - VG coupons cut $100

3. Frosted Flakes w/ Skindiver offer - Kellogg's 60's - G no top flaps $65

4. Raisin Bran w/ Willie Mays - Kellogg's 1970 - VG $140

5. Rice Honeys w/ Buffalo Bee - Nabisco 60's - VG $75

6. Sugar Crisp w/ 3 Bears - 1st box - Post 50's - Poor $65

7. Sugar Crisp Playhouse box - Post 50's - EX no bottom $195

8. Puffed Wheat w/ Sports Oddities card - Quaker 1954 - EX full $100

9. Juniors w/ 3 Spoonmen - Nabisco 50's - VG $135

10. Bran Flakes w/ Dr. Dolittle Cash offer - Post 1967 - G $95

11. Frosted Flakes w/ Baseball cards - Kellogg's 1976 - VG $30

PREMIUMS

12. Rory Racoon Inflatable - Post - NM Call

13. Willy Wonka Button - EX $35

14. Toucan Sam Bendy - VG $30

15. Monster Cereal cars - EX $30

16. Snow White Dwarves Walking Toy - NM $25

17. Libbyland Flicker Mug - Ex $30

PACKAGING

18. Beatles Candy Boxes - Set of 4 different VG/EX Call

19. Choo Choo Cherry Pack - 1969 - NM Full $50

20. Lemon Lime Fizzies w/ Fish - VG $125

Tick Tock Toys
Dan Goodsell and Steve Roden
P.O. Box 342, Culver City, CA 90232
310-815-0465

Freakie Magnet

NUMBER TWELVE - FALL 1998

Greetings and welcome to Freakie Magnet #12! Among many other great things, this issue brings you an excellent R&L premiums article, a fun comparison of "old" and "new" Freakies, Cereal Con IV and much MUCH MORE!

I am especially pleased with this issue because it is the first one I have produced without any outside technical assistance. This, combined with a state-of-the-art disk-to-laser print process, has resulted in reduced printing costs and I have passed this along to you in the form of a lower subscription price! Other benefits include faster production of Freakie Magnet which should finally mean four issues a year!

In other Freakie news, Jackie End and I are starting a new comic book/magazine that I hope will spark the return of the Freakies! We are still working on the name, but the publication will consist of a new, real Freakies Tale (cartoon) in each issue (by the creator of the Freakies, Jackie End), a Freakie collector column focusing on the original Freakies Cereal line (authored by the man with the most complete Freakies collection in the world, Tim Krajewski), Freakie letters, puzzles, games, and MORE. I will be reviewing old issues of DYN-O-MITE Magazine, MAD Magazine, GROO the Wanderer, a variety of old comic books and conducting other research and experiments to collect ideas - please contact me if you have any! The premier issue is scheduled for Spring 1999, and it will be widely distributed in retail stores across the U.S.!

Thanks for your patience waiting for this issue! Barring unforeseen circumstances you should see a new one every three months. NEXT ISSUE - STAR WARS CEREAL BOXES! -Kevin

FEATURES THIS ISSUE!

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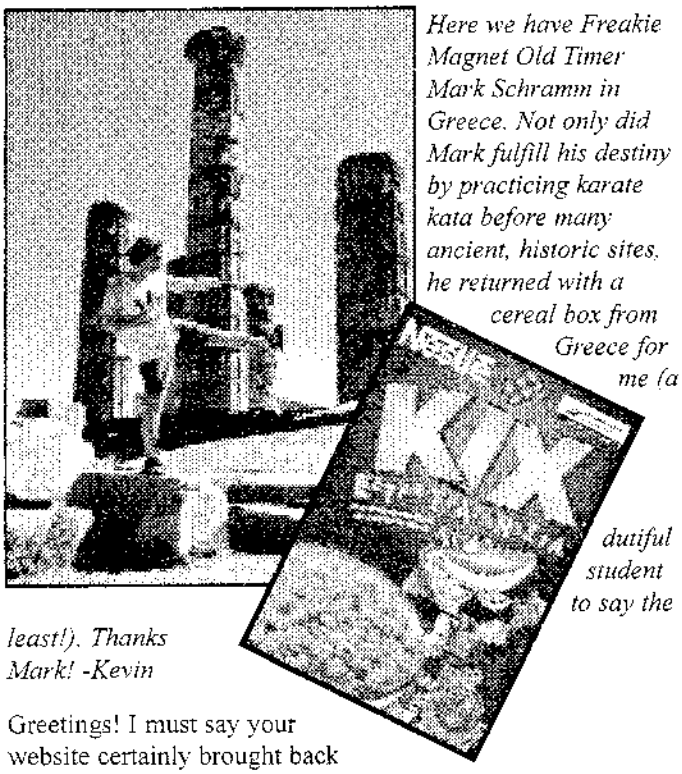
FM#12 Heroes:
Tommy Brookshire, Duane Dimock, Troy Dreier, Dan Goodsell, Craig Hall, Alice Laskey-Castle, Christine Meisner, Jonathan Meisner, Mark Schramm, Mike Speth, Darrin Vindiola, Mikal Vollmer, Sonja Zamborski. If we forgot anyone, let us know!

SUBMISSIONS WANTED!
If yours didn't make it this time, watch for it in an upcoming issue! Cartoonists and artists: Please limit submissions to individual 8 1/2 x 11 pieces or smaller! Thanks!

Editor's Note: Freakie Magnet is a fun, editorial magazine about collecting cereal stuff. All positions presented are the personal opinions of the authors. The Freakie Magnet is not connected with and does not express or imply any connection with any of the cereal companies whose products, logos and trademarks are pictured and discussed herein.

CRUNCHY NUGGETS



Here we have Freakie Magnet Old Timer Mark Schramm in Greece. Not only did Mark fulfill his destiny by practicing karate kata before many ancient, historic sites, he returned with a cereal box from Greece for me (a dutiful student to say the least!). Thanks Mark! -Kevin

Greetings! I must say your website certainly brought back memories. I stopped in looking for information on Micronauts and imagine my surprise when I saw a Freakies cereal box staring at me! I remember spending weekends at my grandmother's house and she had a good 3 or 4 Freakies magnets on her refrigerator from all the boxes I ate. Of course, being a young child, I didn't really pay much attention to the name of the cereal but just recently I was thinking back on those days and I could remember those cool magnets but I could not remember the name of the cereal. If it wasn't for the memories of those magnets, I would swear that all that stuff was just a dream in my head. Now that I have stumbled upon your website, you have given my childhood memories a name and in a way, you have brought those days I spent with my grandmother back to me. I owe you much, my friend. I thank you. -C.L. Riley

Dear C.L.: Your email lets me know that Freakie Magnet is doing the job I designed it to do. Thanks for your thanks and enjoy the memories! -Kevin

Dear Kevin, My friend. I have really enjoyed your magazine! I started collecting toys 2 years ago and I'm addicted! I love to draw my little guys and I thought I'd share them with you. I heard you were looking for a cover for the next issue and I would be honored if you were interested in one of mine. I'd like to give credit to James Flora whose *Charlie Yup and his Snip Snap boys* inspired the drawing of that name. I'm interested in selling prints of these and others if you know of people who'd enjoy them. Please pass on my info: Alice Laskey-Castle, 2201 Oakridge Ave #4, Madison, WI 53704.

Hi Alice, thanks so much for the lasers of your artwork! One of the prints appears at the beginning of the R&L article in this issue and the others will appear in later issues. Readers, please check out Alice's neat Toolie Bird painting, on page 6. If interested in prints or commissioning art, please contact her. -Kevin

Kevin Meisner - How's it going? Thank you very much for all the issues of FREAKIE MAGNET! Have there been any new issues since the "Spring 98" Issue? When I first saw the mention of General Mill's Monster Cereals I almost peed myself! So are you planning on putting out an ART issue of FM? There are so MANY MANY posters, coloring pages, pictures, etc. that would look great in larger sizes. Still, not so many premiums in cereals these days (just crappy food samples and mail-in rebates). When I was a kid the prize was practically the deciding factor of what cereal to choose. Recently, one of my friends sent me a box of BOO BEERY she found at the local supermarket WOW that brought back memories -- BIG TIME. She's on the lookout for FRANKENBERRY (is it still available?). Whoah! What's happening to the look of Count Chocula he's now some wimpy brown elf or something! Enjoy your breakfast! -Travis Goheen, Coquitlam, B.C. Canada.

Thanks for the letter, Travis. No, this issue is the first since the "Spring '98" issue, but they should come out more frequently from now on. Yes, Frankenberry is available, ya just gotta keep looking or know the right person to ship you some. -Kevin

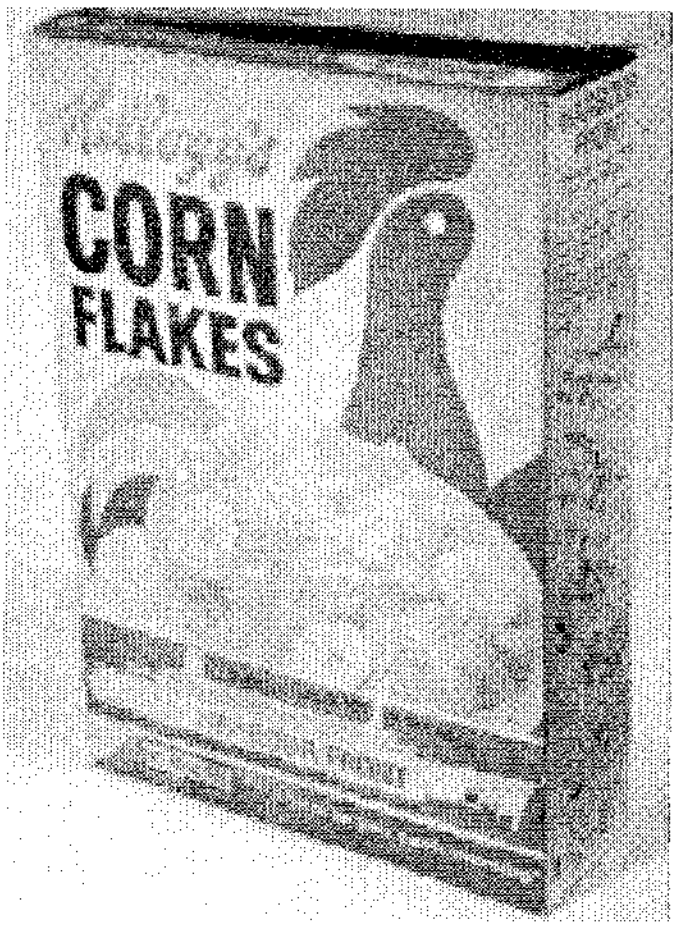
Readers- if your letter or artwork did not appear in this issue (or other issues) please forgive me. We receive so many letters and wonderful artwork that I don't have room to run everything! I will try in future issues to make this column at least two pages and catch up on some of the excellent artwork and letters that have been submitted. Some artwork has been exceptional and WILL appear on the cover very soon. Thank you! p.s. I lost Steve Wann's letter this time! SORRY STEVE!

Kentaro expresses himself on an envelope - Freakie Magnet NOT come yet!

Downunders' Wonders/The Aussie Scene

by Craig L. Hall

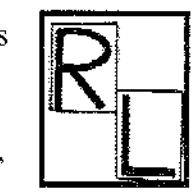
This is the first of what hopefully will be many reports on the Australian cereal premium and ephemera collecting scene. The relationship between our countries has been one where Uncle Sam is seen as somewhat of a big brother to the Land Downunder, and it is also the case that an inter-relationship exists with the breakfast cereal industry



U.S./Aussie Alliance: Aussie Kellogg's box, 1967, with Harbour Front by R&L (snap together ships series)

The packaged breakfast cereal industry began in the U.S. in 1906 when W.K. Kellogg started his company, SANITAS, based upon products pioneered by his brother over the previous 15 years while director of the Battle Creek Sanitorium. This early success inspired some Aussie entrepreneurs, who poached a baker from the Battle Creek Sanitorium in 1893, and set up The Sanitarium Health Food Company in Melbourne in 1879. Kellogg started operations in Australia in 1924.

The U.S. has had a high output of premiums for much of this century. Australia, on the other hand, only began a serious output from 1960, although cards were issued by Sanitarium in WEETBIX from the 1940's. It may, however, come as a surprise to U.S. collectors that many premiums issued in the U.S. between 1960 and 1975 were designed and made in Australia by the firm Rosenhain and Lipmann. Their logo, R&L, can be seen in the polystyrene snap-together model kit frames. Output from this firm included such famous series as CRATER CRITTERS, CAMEL TRAIN, ZOO CHOO (ANIMAL) TRAIN, (ASTRO) NITS, NODDING ANIMALS, ECOLOGY MEDAL, and the one and only TOOLY BIRDS. (Editor's note: SEE NEXT PAGE!).



The R&L Logo

In the last few years the Aussie collecting scene has really taken off. The baby boomer generation was really the first to be exposed to marketed collectables here, and it is now as this generation reaches their thirty something years that the scene is booming as they return to those childhood memories. Well, that's the excuse and we are sticking to it!

So that is how is all began over here; the U.S. exported packaged cereal to Australia, and later, Australia exported premiums to the U.S. - and the world has never been the same since! Until next time.

Regards.

COLLECTING CRAZY COLORED PLASTIC WEIRD-THINGS

My story of R&L By: Mike Speth (AKA: astronit)

MY STORY

Let me introduce myself. I am mike: also known as Astronit. I am a natural born collector. I started collecting things as far back as 1965 when I was only four years old (don't do the math, I'm 37 now). I still have many of those childhood memories with me today. One of the things I began to collect in the late 1960s was cereal premiums. As far back as 1969 I was collecting R&L, however I only learned these cereal premiums were R&L a few years ago when I met another collector (the fine editor of this magazine - Kevin) who had some. This of course stimulated me into a revitalized effort to finish some of those collections I began over two decades ago.

R&L cereal premiums are small plastic figures between 1 and 1.5 inches. The plastic is soft not brittle and the figure is molded in one color. They are generally, sort of, well - weird alien type creatures; although some of them look like animals, fish, dogs, and birds made to look like hand tools. In other words they are very different. You can see photographs of some of my collection here.

These little plastic premiums were packaged in clear cellophane, some had "Australia" stamped across the cellophane. The individual packages were inserted into Kellogg's cereals like CoCo Puffs, AppleJacks, Puffa Puffa Rice, Corn Pops and Sugar Smacks. At least those are the cereals I used to get the premiums out of in the 1970s. One set, the Nits, was distributed in Cracker Jacks about 1969 in the U.S. but in Australia they were inserted into cereal and called Astro-Nits. Kellogg's distributed many of the R&L premium sets in cereals around the world, some sets however were distributed only in foreign countries. I loved those little toys so much back then I'd dump near full boxes of cereal into the toilet so my mother would get more.

Until 1996 my whole surviving R&L collection consisted of four Toolie Birds (I used to have close to the whole set but they got lost over time) all fifteen Funny Fringes (most broken), six Nits, eight Stretch Pets, and six Daffy Dawgs. I still have those PLUS others, but that's getting ahead of the story.

Twenty-five years passed; I still had those little pieces of plastic around the house and wanted to complete my sets. So armed with only a very limited knowledge and a few helpful contacts I discovered there was more to the R&L Co than I ever could have imagined. My first action to rebuild my collection was to clean out every collector's shop and junk mall of every cereal premium I could find. This helped me add much more to my collection and also allowed me to discover there were other things out there I'd never seen in cereal as a kid.

Then I linked up with several other U.S. collectors over the phone and the Internet. I completed a few of my collections and started some new ones such as Crater Critters, Camel Trains, Zoo-Choo's and the Ecology Medallions. With new information and a burning resolve I turned my attention towards the

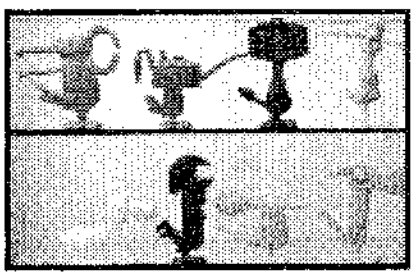
homeland - AUSTRALIA. Today my R&L collection stands at 190 individual different pieces and they are the pride and joy of my collection. I have five display cases around my computer room just to show them off.

I treat these R&L pieces like artwork. They are miniature sculptures of delicate craftsmanship. The people who created them were certainly imaginative. The company who produced them was R&L Co. in Melbourne, Australia. The initials R&L actually stand for Rosenhain and Lipmann, the owners and founders of the plastic manufacturing plant. Someone once told me R&L Co. burned down in 1978-79. That's not quite correct, it was the Australian Kellogg's company that burned down. Rosenhain and Lipmann sold their plant in Australia and the new owners moved the operations to Mexico. I assume that this company also got many of the earlier R&L molds because some excellent Fringe, Tooly Bird, Totem Poles and Nit reproductions have recently emerged from Mexico. Note: the reproduction figures are easily detected by the wildly vivid colors and shiny plastic finish. The Mexican plant later went out of business.

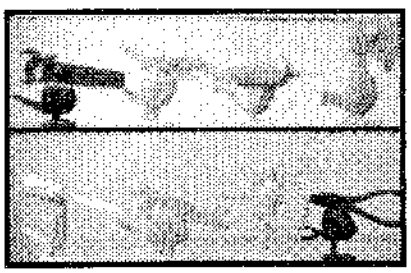
THE PLASTIC

Each cereal had one premium "Free Inside" from some series or theme. The series I collect are as follows:

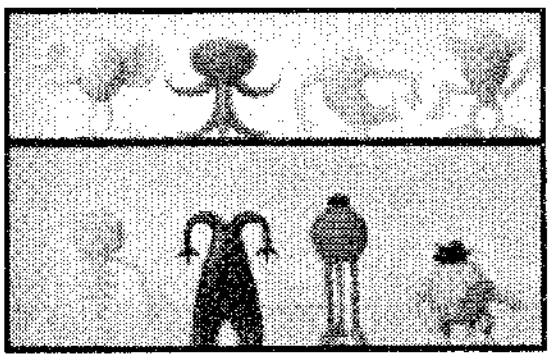
Tooly Birds, a sort of bird like figure but resembling a hand tool such as a drill or screwdriver, there are 16 different Toolie birds in the series. A new series of Tooly Birds was distributed by Moose Enterprises last year in Australian cereal.



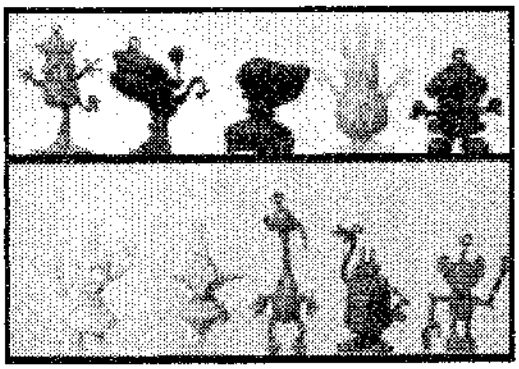
This set consists of 12 figures, four of which are exact copies of the first series made by R&L. The new series differ from the original R&L in size and texture. They are made of a rubbery plastic and are not as well crafted.

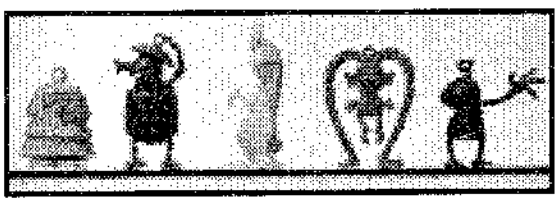


Crater Critters, friendly alien monsters, eight Craters in the series. On the back cover of FM #6 there is a picture of a Japanese cereal box back showing two figures from this series that have never been seen. It is unlikely that these were ever produced or distributed. If anyone knows different please let me know.

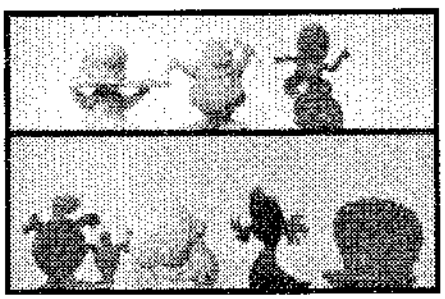


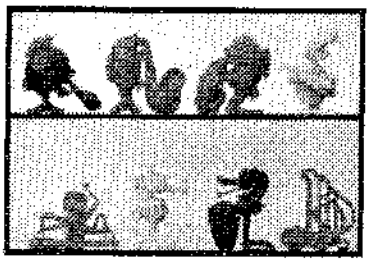
Funny Fringes, another set of friendly alien monsters, more detailed and delicate than the Crater Critters, there are 15 in the series. These are my personal favorites.



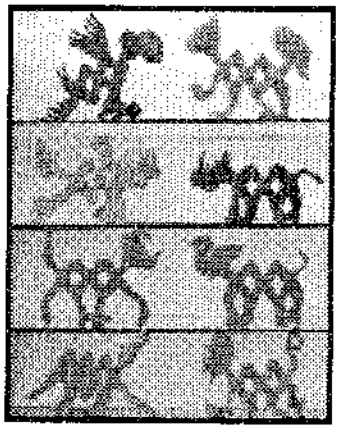


Neptune's, a band of sea animals playing musical instruments, 15 in this series. Only distributed overseas. A must have set.



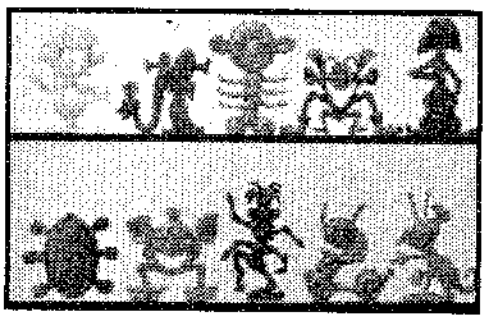


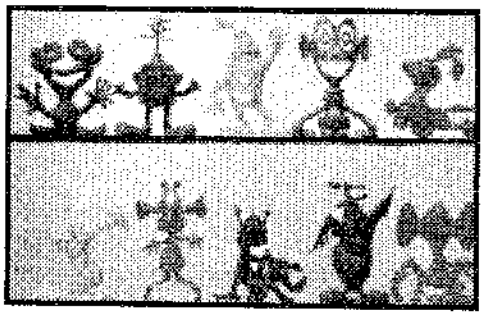
Daffy Dawgs, a set of dog figures where the dogs have clothing and some professional appearance such as policeman, jockey or boxer, eight in the series.



Stretch Pets or Accordion Animals, several pieces that make an animal which uses a scissors type motion to stretch out longer and shorter, 8 in the series.

Nits, more alien monsters, a set distributed by Cracker Jacks in the US, 20 different ones, they are marked on the bottom with some name then NIT, i.e. Rock-Nit or Spy-Nit, they also have "Australia" stamped on the bottom.



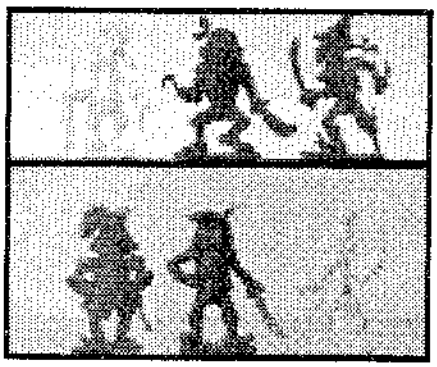


Loony Tunes, a set of Buggs Bunny and pals, eight in the set. Not a cereal premium, these were distributed as premiums hanging from an Australian soft drink called "Cottees."

Totem Poles, totem mugs that fit on top of one and other, eight in the set.

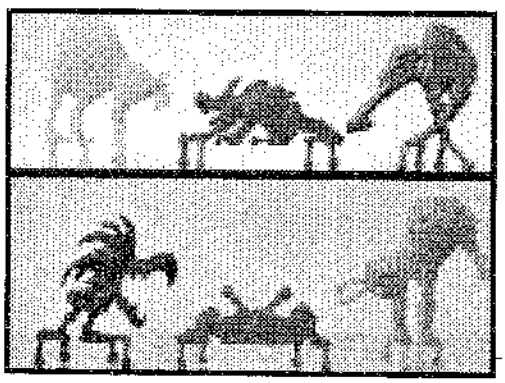
Animads, you assemble parts of different animals, four in the set. Only distributed overseas.

Crazy Pirates, funny looking pirate people, eight in the set. Only distributed overseas.

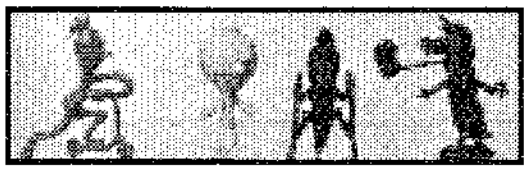


Society Zoo, animals doing some human like behavior, 20 in the series. Only distributed overseas.

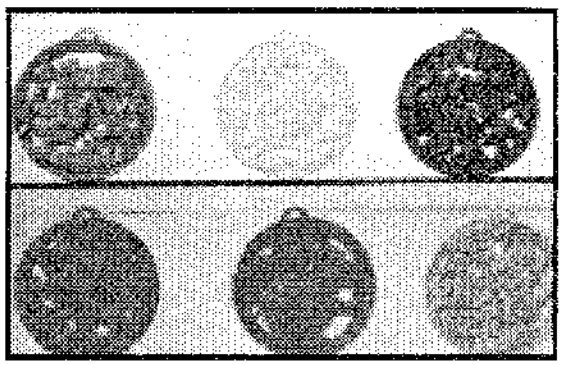
Metric Monsters, weird monsters on pegs to fit on a pencil, six in the set. Only distributed overseas.



Veggie Sports, vegetables doing some sort of sport activity, eight in the series. Only distributed overseas.



There are several flat plastic sets. They are the same soft plastic but two-dimensional. One set is called "Ecology Medals" which feature the Kellogg's characters saying some earth friendly cliche. These ECO Medals are especially dear to me because I work in an environmental career. There are six Ecology Medallions, they are;
62-1, Toucan Sam "Save Our Birds"
62-2, Tony Tiger "Save Our Wildlife"
62-3, Sonny Sun "Clean Air Smells Good"
62-4, Snap, Crackle & Pop "Stomp Out Pollution"
62-5, Tusk-Tusks the Elephant "Be Fit and Healthy"
62-6, Dig-Em Frog "Don't Pollute My Ponds!"



There is another set called Mobiles, where the flat piece has a charm loop on some fish or sea creature, plane, sailing ship and even an owl. I do not know how many are in this series.

Okay, enough? Sorry there is yet another type of R&L premium. These are the more brittle type of plastic and were molded in model fashion. You had to break the pieces off of a plastic tree and assemble them like a car model. The ones I collect are;

Camel Trains, plastic camels and monkeys which when lined up make a caravan, eight in this series).

Zoo-Choo's, animal figures on rail cars like a train, little tiny wheels and very detailed and cool, eight in the series.

Crazy Animals, interlocking pieces that make an animal, you can mix up half the body to create crazy mixed up animals, four in the set. Only distributed overseas.

Crazy Insects, very hard to describe - extra weird creatures, there are six in this set. Only distributed overseas.

Living Zoo, Bobbing Head Animals, animals who have separate heads and tails suspended so that they bob up, down and side to side, eight in this set.

And there are still other R&L plastic weirdness made and distributed around the world. If I left out your favorite series' or you want more information there is a new book out called " A GUIDE TO AUSTRALIAN BREAKFAST CEREAL PREMIUMS" by Craig Hall.

COLOR CRAZY

I am very big into the colors of the plastic in my collection. I try to get the most numbers of plastic colors displayed in the series that I have. Maximum number of colors with minimum number duplicated. For instance my Funny Fringe collection has 11 colors of plastic out of the 15 figures in the set, no color is duplicated more than twice. This is important to me as it lends better personality to each individual figure. It also means that once I have completed collecting one of each figure in the series I am not finished until I have the perfect color coordination among the figures in the set I am displaying. So to me color is almost as important as the figures I collect. I don't have all the colors yet but here is what I do have just in my own collection.

Toolie Birds
1. Brown
2. Dark Royal Blue
3. Green
4. Lavender
5. Aqua
6. Orange
7. Pink
8. Purple
9. Yellow (very rare)

Nits
1. Brown
2. Blue
3. Dk. Green, Olive Drab, or Forrest Green
4. Aqua
5. Tan

6. Orange
7. Pink
8. Red

Daffy Dawgs or Mad Dogs
1. Dk Brown
2. Dk. Blue
3. Green
4. Aqua or Light Blue
5. Lt. Purple, not Lavender
6. Orange
7. Pink
8. Purple
9. Red
10. Yellow (very rare)

Crater Critters
1. Lavender
2. Lime Green
3. Orange
4. Purple
5. Yellow (very rare)

Metric Monsters
1. Blue
2. Brown
3. Orange
4. Lime Green
5. Yellow
6. Red

Funny Fringes
1. Blue
2. Brown
3. Green
4. Lt Green
5. Lt Purple, not Lavender
6. Aqua
7. Orange
8. Pink
9. Purple
10. Red
11. Yellow (very rare)

Accordion Animals, Stretch Pets, or Push & Pull Animals
1. Blue
2. Brown
3. Green
4. Grey
5. Orange
6. Red
7. Turquoise
8. Pink

Loony Tunes
1. Dark Royal Blue*
2. Green
3. Salmon or Flesh or Bubble-Gum Pink
4. Red
5. Pink
6. Blue*
7. Light Blue*
8. Orange
*three different shades of blue.

Mobiles
1. Blue
2. Green
3. Aqua
4. Orange
5. Pink
6. Red
7. White

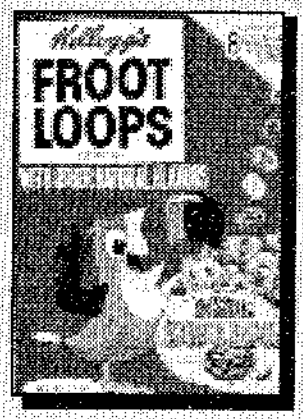
Ecology Medals
1. Brown
2. Green
3. Yellow
4. Red
5. Blue

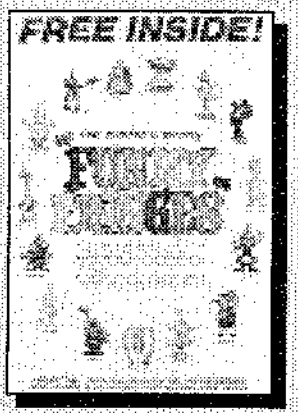
INFORMATION SHARING

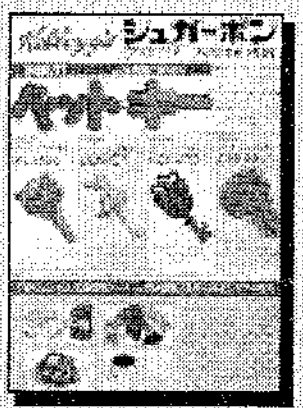
As I said at the beginning, I am a collector. I am not a toy dealer or market speculator. I like to trade my extras to other collectors who appreciate them. I freely share any and all information with people who are interested in listening to me go on and on about my obsessions. If I haven't already lost your interest or blown you away with my R&L life story I'd sure like to hear from you. You can write me on the Internet at: astronit@ecentral.com or send me a letter.

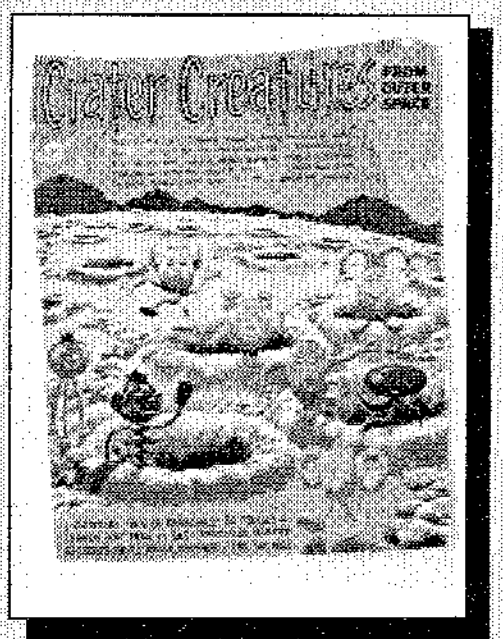
Mike Speth
5159 South Yampa Circle
Aurora, CO 80015-2345

R&L Cereal Boxes (from the collection of Dan Goodsell).









The Freakies Conversion by Troy Dreier

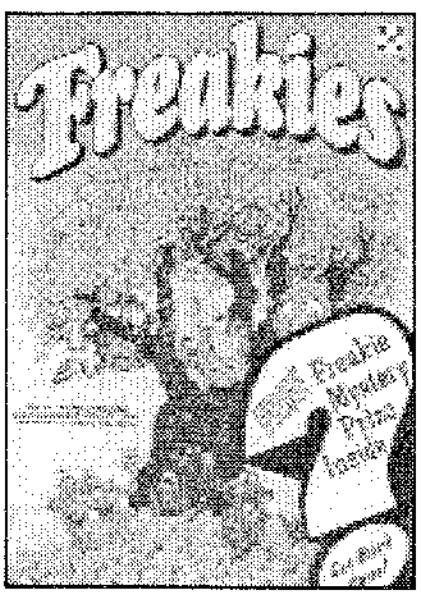
The Freakies underwent more than just a facelift for the 1987 cereal relaunch. Troy Dreier examines the differences between the old cast and the new.

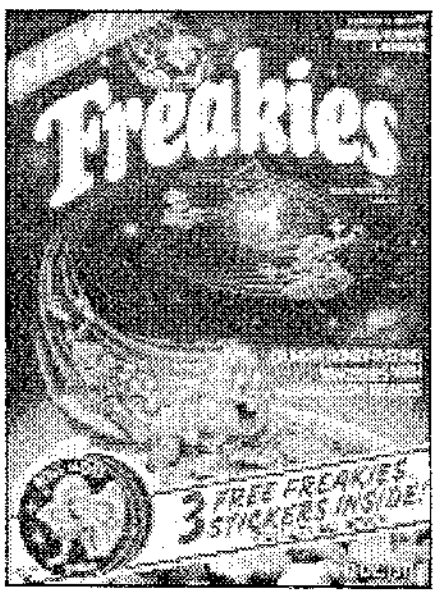
The characters basically look the same, but think about it: The first cast played under a tree; the second cast zipped across the Milky Way on surfboards.

That itself says a lot about the way corporate culture redesigned our seven tiny pals. When the Ralston Purina company decided it was going to relaunch Freakies cereal in 1987, it wanted to freshen the cast up, give them a facelift for a new generation. But they added more than just surfboards. And they took a fair amount away, as well.

Instead of trying to project a creative and strange image, as the original boxes did, the '87 boxes wanted to get noticed. With a zippy, actiony look, they seemed to be competing for the attention of kids raised in a fast-paced TV culture. So the new cast wore loud Hawaiian shirts; they lived in space; they were always on the go. They weren't odd creatures living quietly on their own; they were aliens! Other-worldly visitors bringing us cereal.

So why then, were they so much less compelling? Part of it had to do with the artwork, which seemed a little cruder, a little less friendly. But it probably had even more to with how the character's themselves changed and became less eccentric. Gone was the bizarrely named Cowmumble, in was the lovable Sweetie. Gargle became Ace, Goody-Goody became Hotdog (tying in with the surfing motif), Hamhose became Hugger, and Snorkeldorf became Tooter (who blew his own horn). Only two Freakies, BossMoss and Grumble, got to keep their names.





One of the the last "old" Freakies boxes (1978) and one of the first "new" ones (1987)

WORDS FROM THEIR CREATOR

To get more input on how the Freakies changed, we turned to an expert: Jackie End, the creator of the original cast. As any Freakies fan can appreciate, Jackie had heated ideas on the subject.

"What the hell are they doing riding surfboards in space?" she asked in our interview, her voice rising. "When I saw this, I went apeshit - It was like having your children ruined."

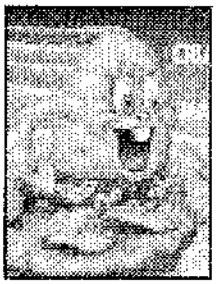
She wasn't angry simply because the characters were tampered with. It had more to do with how they were changed. Most cereals, she explained, have simple, repetitive story lines: a "two-dimensional" hero and an enemy. Think of Cap'n Crunch. But with Freakies, she set out to create seven unique characters, each with skills and flaws of their own. The action came from the interplay between those seven. But in 1987, she said, Ralston Purina, "sanded them down until they became 2-D characters."

The real tragedy was how their personalities changed. Jackie understood that children's characters should have both skills and flaws. When you take away the flaws, Jackie noted, "you take out all the characteristics kids can relate to."

Boss Moss's ego, or Snorkeldorf's vanity, were essential to their appeal. It's part of why we identified so strongly with them that we're still writing and reading about the bunch 20 years later. And when those personal idiosyncrasies were gone, said Jackie, the characters lost what made them fun. "It was as if you had sent them to some boarding school against my will, where they were regimented and forced to conform and all their charm, all their quirkiness, all their

individualism was taken away from them" she said.

Our happy little group became bland. They're "the most original thing I've done in advertising," Jackie added. "I do get emotional about it. They really are my babies."



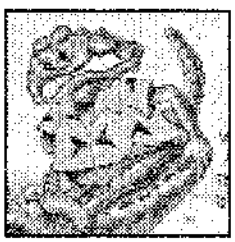
Above, original Cowmumble and Boss Moss - below L to R, 1987 "Sweetie" and Boss Moss

TOO PERFECT

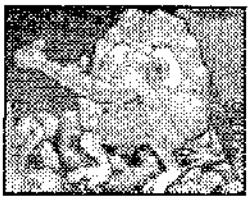
By having their faults removed, the '87 Freakies seemed to have been redesigned by a committee, one that wanted to remove anything kids might find offensive. But the results were uninvolving. A middle-management committee wouldn't understand why a Bart Simpson type of character is much more fun than a Mickey Mouse type.

For a deeper insight, we should look at the two characters who changed genders. The bossy Goody-Goody became the male Hotdog, and shy sweet Hamhose seems to have became a female named Hugger (The narrative poem on back of one of the '87 boxes proves that Hotdog is a male. Unfortunately, the poem doesn't prove Hugger's gender. She seems female, though, based on the box artwork. Plus, all the other characters are male and it's hard to believe that in politically correct 1987, Sweetie could have been the only female character in the group.).

Above, 1987 "Hot Dog"; lower left original Goody Goody and Gargle; lower right, 1987 "Ace."



By making these big changes, the committee showed its spinelessness. Jackie End said that shy and sensitive Hamhose was by far the most popular character with kids. His feeling of otherness touched a nerve with children who felt different or alone. Certainly he was this writer's favorite, because of his social uneasiness. Even Freakie Magnet editor Kevin says Hamhose was his favorite, although he admits that had as much to do with the character's personality as the fact that a Hamhose figurine was the hardest to collect. Goody-Goody might not have been as popular, but her brashness added an undeniable flavor to the group. Someone had to shake things up a bit.



Above: Original Snorkeldorf; below, 1987 "Tooter."

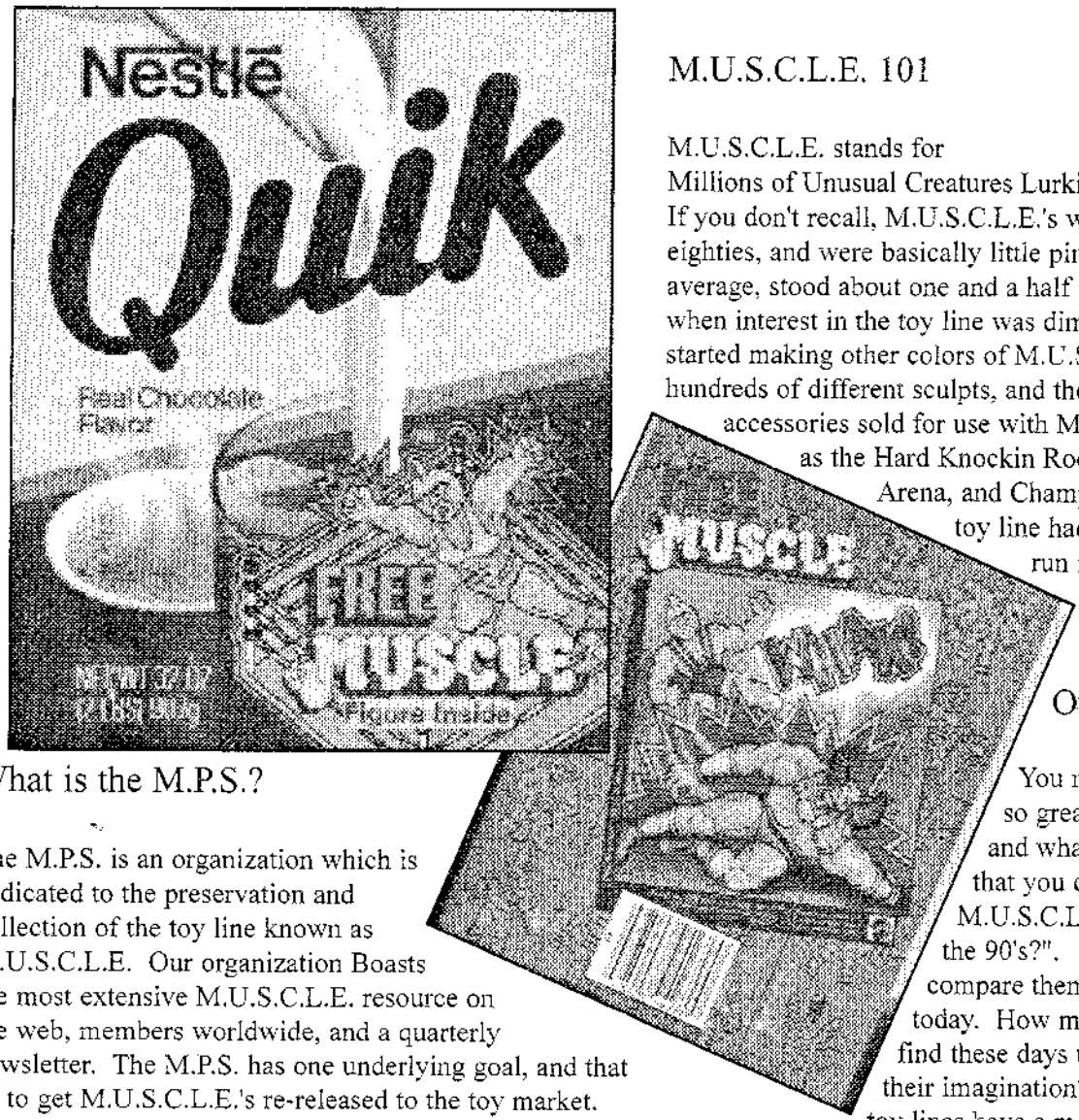
Look at these gender changes and you see that shyness was considered too feminine a trait for a male character, and bossiness not appropriate for a female. So these characters were forced into a sad gender conformity that made them a little more normal. The Freakies became a little less freaky. They became part of a bunch where Tooter wasn't vain, he just played happy music on his flute-like nose, and Grumble wasn't so grumpy--he wore a perpetual smile.

Left, original Grumble; right, 1987 "smiling" Grumble.

Hamhose and Goody-Goody made the group a little more odd, a little more fun. It's hard to imagine the safe and normalized Hotdog and Hugger inspiring the same kind of loyalty in kids. The whole sanitized crew seems less interesting. Perhaps that's why these space surfers didn't fly for long.

Left, original Hamhose; right, 1987 "Hugger."

M.U.S.C.L.E. by Darrin Vindiola



What is the M.P.S.?

The M.P.S. is an organization which is dedicated to the preservation and collection of the toy line known as M.U.S.C.L.E. Our organization Boasts the most extensive M.U.S.C.L.E. resource on the web, members worldwide, and a quarterly newsletter. The M.P.S. has one underlying goal, and that is, to get M.U.S.C.L.E.'s re-released to the toy market. We're trying to do this by means of an online petition to Mattel.

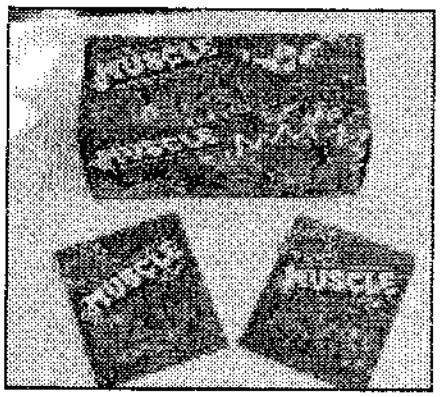
Since the M.U.S.C.L.E. Preservation Society's conception about a year and a half ago, we've had nothing but positive feedback and thousands of e-mails from excited M.U.S.C.L.E. enthusiasts. Which brings me to another point: If there's this much support for the re-release of M.U.S.C.L.E online, how many people that aren't on the internet feel the same way? I'd like to take this opportunity to thank Kevin Meisner for letting me use his magazine as another avenue to try and contact more M.U.S.C.L.E. enthusiasts, as well as trying to gain more members.

M.U.S.C.L.E. 101

M.U.S.C.L.E. stands for
Millions of Unusual Creatures Lurking Everywhere!
If you don't recall, M.U.S.C.L.E.'s were made in the eighties, and were basically little pink wrestlers that on average, stood about one and a half inches tall. Later on, when interest in the toy line was diminishing, they started making other colors of M.U.S.C.L.E. There were hundreds of different sculpts, and there were even accessories sold for use with M.U.S.C.L.E.'s, such as the Hard Knockin Rockin Wrestling Arena, and Championship Belt. The toy line had quite a successful run in its day, even without a cartoon promoting it!

Our cause...

You might ask, "What's so great about these toys, and what makes you think that you can help get M.U.S.C.L.E.'s re-released in the 90's?". First off, I like to compare them to the toys of today. How many toys do you find these days that make kids use their imagination? Most successful toy lines have a movie, comics, or a television cartoon promoting them. M.U.S.C.L.E. had none of these. There were 233 different figures in this toyline and except for a rare few, none of them had names. There was no way to distinguish good guys from bad, except for Muscle Man and Terri Bull, (the leaders of the M.U.S.C.L.E.'s). From there, you had to make your own armies of good and bad, as well as give the characters names. It seemed like every kid had a different way of playing with them, and it still amazes me to hear of all the different ways that collectors played with their M.U.S.C.L.E.'s as kids! What a great toyline this would be for the kids of today! This was the main reason for my starting an online petition to Mattel to



MUSCLE wrestling ring and 4 Packs

bring them back.

As for trying to get them re-released, I believe we have a pretty good shot. The Transformers toy line has been re-released because they started to become collectors items after being discontinued. G.I. Joes have also made a pretty strong comeback after several years. It's all a matter of demand in the public market. Also, there are more and more adults getting into toy collecting each year, wanting to "buy back" some of their childhood memories. With this great toy line back on the shelves, you would have a whole new generation hooked on M.U.S.C.L.E. Face it, there's nothing else on the toy market like them! You'd also have numerous teenage and adult buyers who loved these toys as kids hooked as well. Case in point: The Star Wars Power of the Force line made by Kenner. These toys were all the rage in the 70's and 80's, and now the new line is just as popular today, if not more so!

A collectors dream... a food tie in!

Yes, M.U.S.C.L.E. had a food tie in! It was in the mid eighties during M.U.S.C.L.E.'s height of popularity. M.U.S.C.L.E. was the featured premium for a short time in specially marked cans of Nestle Quik. Included in these cans was one poly bagged M.U.S.C.L.E. I recently acquired this holy grail of M.U.S.C.L.E. collecting, which is pictured at the beginning of this article!

WE WANT YOU!

I am by no means an expert on the toy business, but I, and many others feel that a toy company could not go wrong re-introducing this toyline. We at the M.P.S. truly believe that these toys were some of the greatest toys ever made, and encourage you to visit our web site at:

http://members.aol.com/VINDI/MUSCLE.html

To become an official member of the M.P.S. you'll need a check or money order in the amount of $10.00 U.S. Dollars made payable to: Darrin M. Vindiola. Send it to:

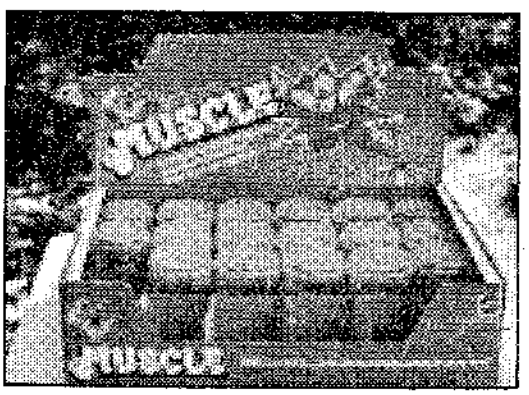
The M.P.S. c/o Darrin Vindiola
1249 E. 6th St.
Loveland, CO.
80537

Upon joining the M.P.S., your new membership packet will be sent right out to you. It will include:

- The latest issue of "The M.U.S.C.L.E. Times"
- Personalized members certificate
- Membership card

You will also have access to members only web-pages, and will receive a bi-weekly e-mail newsletter to keep you on the cutting edge of the hobby! Something new that's in the works, is a M.U.S.C.L.E. wrestling league where you can choose your favorite M.U.S.C.L.E. character, and battle against other M.P.S. members characters! The technique used to make this possible is artificial intelligence programming. The program is getting very close to being finished, and will be a great edition to the M.P.S. (especially for wrestling fanatics!). We're definitely going places! The more support we get, the better we get, so join today!! If you visit our site, don't forget to give us your vote for the online petition to Mattel! You can also contact us via snail mail with your vote. Thanks, and long live the plastic!!

MUSCLE 28 Pack



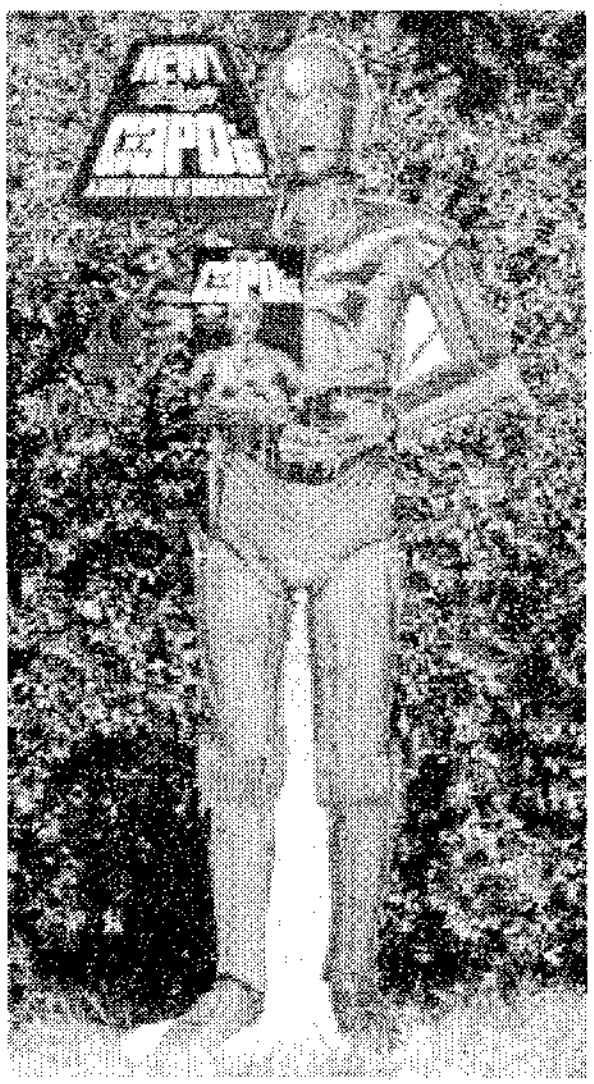
MUSCLE 10 Packs

This is where Readers share some cool stuff they have found : Send yours Today !

SHOW & TELL

By Tommy Brookshire / tomstoyz@aol.com

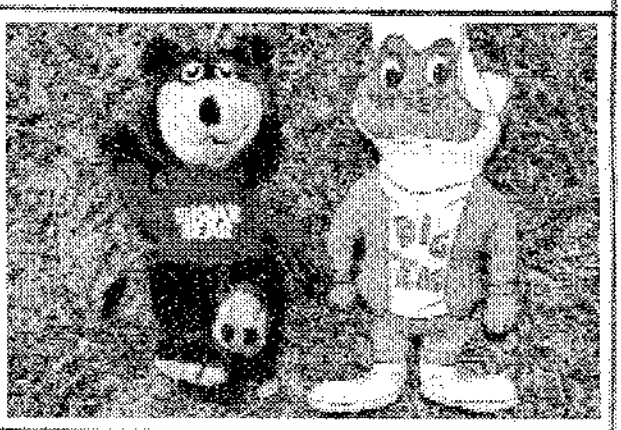
Frky Mag, I went to a Star Wars Show in Plano (Texas) & got Anthony Daniels, who played C-3PO, to autograph my Kellogg's C-3PO's Cereal Store Display Standee! He was very polite & when I asked him if he remembered "posing" for Kelloggs he said he had a cold that day & couldn't stop sneezing. I hope your readers enjoy this!



Wow! Thank you to everyone who sent in a picture this issue! As you can see, we got a very good variety this time, we want to invite all readers to send us one! Do it, Baby!

Show & Tell, Enclosed you'll find my favorite piece, a musical Twinkies the Elephant. The cool part is that his trunk moves when the music plays. Thanx, Ken Thomsen

Tommy, Please print my photo! I collect stuffed dolls of cereal-related characters. The " Dig 'em Frog " is sorta common, but the one of "Sugar Bear" is rare & from Canada (His shirt is red, instead of blue).

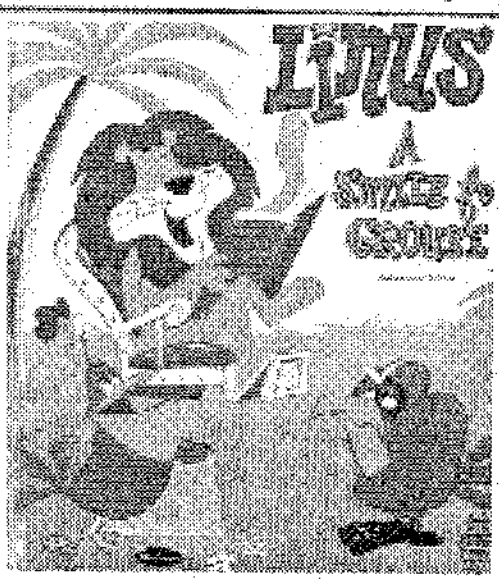


Show & tell is my favorite of the entire mag! I have enclosed a photo of my collection & hope your readers enjoy it! Keep up the good work, Ann Weaver

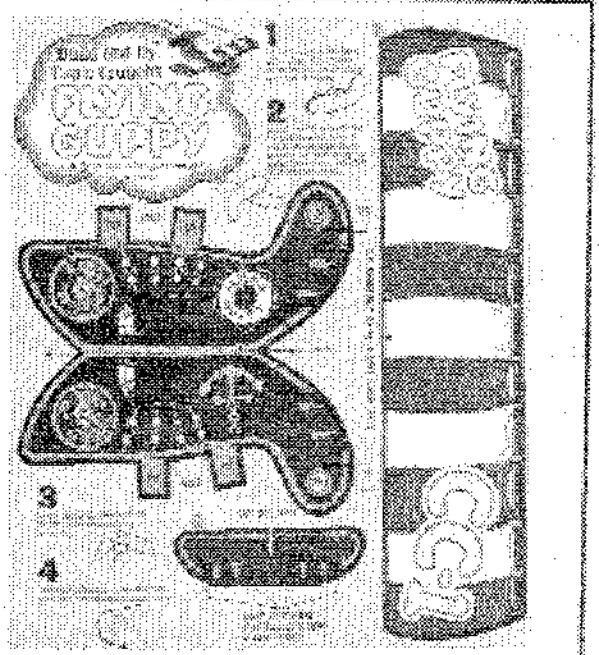
FM, In the last issue I saw three Cap'N Crunch Bumper Stickers I didn't have & it was torture! To return the favor, here's one sticker you didn't show! John

PHOTO TIP: 35MM PHOTOS WORK BEST BUT POLAROIDS ARE GOOD TOO. ALSO PLEASE GET SOME KIND OF CONTRAST BETWEEN THE BACKGROUND & THE OBJECT. THANK YOU.

Show & tell, I went out all day & didn't find anything. Then, I found this Linus the Lion Book (1960's, General Mills Cereal Character) at an estate sale near my house!



Dear Show & tell, Here is this Cap'n Crunch Cereal Box-back I found. It has an airplane to cut-out called the "Flying Guppy". I wish I had the entire box!! Love, Sandra



If anybody has any questions for sending a picture to us for SHOW & TELL you can write to us at the address below or you can e-mail Tommy at "tomstoys2@aol.com". We appreciate all the great pictures you guys have mailed in & wish you the best of luck while hunting!

I wanna Thank everyone who sent in a photo this issue . . . Really! I only had 4 pictures & was 6 days away from deadline. I went to the mailbox one day & BAMM! Some beautiful letters addressed to "Show & Tell", whew! This only proves our Readers are kickass!!

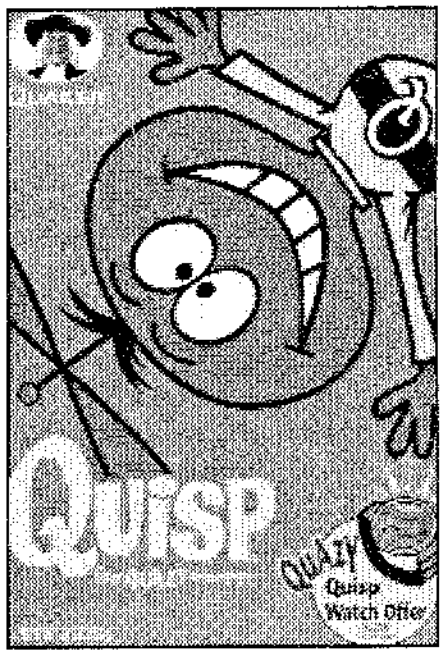
Show & Tell
P.O. Box # 14531
Oklahoma City, OK 73113

SHOW & TELL

This is where Readers share some cool stuff they have found ; Send yours Today !

The Gnarly New by Mikal

Cereal box collecting is the most exciting hobby I've ever experienced. I've been collecting "things" since 1974 when I began my comic book collection. I collected monster magazines, record albums, comic book art portfolios and limited edition prints. As I got older I collected Hot Wheels in their original blister packs, Aurora monster models, boardgames, Disney objects, and Mickey Spillane 1st Edition books. Buck Rogers Sunday comic pages were priceless to me! Golden Age comic books were my favorite in the late 80's! That's how I happened to read Don Maris' golden age comic book ad in the Comic Book Buyers Guide, which had a line saying: cereal boxes wanted.



I couldn't figure out why anyone would want to collect "cereal boxes" so I wrote and asked him what he was talking about. He wrote back that he was looking for Tom Mix, Roy Rogers, Superman, and the other "radio" characters that appeared on the packaging of cereal boxes, sometimes with unique (exclusive) premiums featured free inside.

Well it was too late for me to invest in those, because they had all been thrown away (making them vastly more rare than any other collectable I'd encountered). Even the cereal boxes featuring my own favorite campaigns, such as Pufnstuf, and the Freakies, in the 70's would be impossible to find! However, nothing about the trend of throwing away that cereal box packaging had changed in fifty years! Collectors had figured out not to throw away their comic books. Toy collectors were saving action figures in their original boxes! Everything being made, was being "saved" EXCEPT cereal boxes.

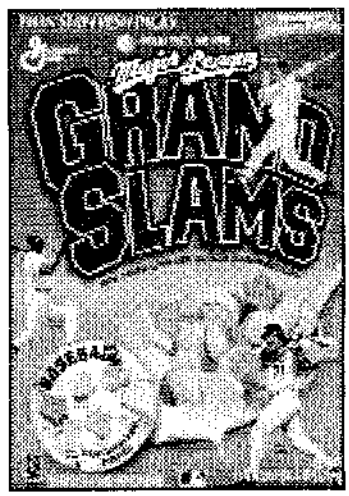
Why? The packaging features "pop" collectable characters in exclusive form, sometimes with unique premiums featured free inside. The packaging is three dimensional and every bit as impressive as the Happy Meal toy, and the other character collectables. American children experience the morning cereal breakfast as nostalgically as the Saturday morning cartoon shows. Yet, in mass, even the most hardcore collectors wouldn't stoop to saving an empty box for the sake of it's boxness.

I was convinced that it was only a matter of time before collectors came looking for cereal boxes, so I would go to the store, and as a favor to future collectors, buy some cereal boxes to sell them when they grow up. That might take ten or fifteen years, but I've got nothing but time, and they only cost a couple bucks each. They're irreplaceable five months later. It's a small group of speculators, so the resale market will be small when these kids come looking for their "rare" 20th Century "pop art" product packaging.

The only question then would be what to buy and why. Well, if you're just getting started today, this is what and why:

#1: Quisp Watch offer (2 variations) Quaker test marketed this box last year, and the watches are really, really cool! They feature the classic 60's character on a high quality watch in a beautiful tin box (16.95). Although Quisp has been available throughout the 80's and 90's in limited distribution, this box features the classic style character in his original colors as a nostalgic tribute to the great 60's Quisp. I've never been able to afford an ORIGINAL Quisp box from the 60's or 70's nor any of the cereal premiums that came in them, so this opportunity was too great to pass up. Now the campaign has gone national, and these boxes are available everywhere! Owning an original style Quisp cereal box for my collection for only $3.00 makes this the best collectable opportunity on the shelf today! If it takes off, it's the new rage; if it dies out, it's the rare occurrence of nostalgia similar to the 87 revival of the Freakies, which became a collectable in its own right, ten years later! Both variations of the box are unique and judging one as being better than the other would be subjective! So buy and sell it as a set only!

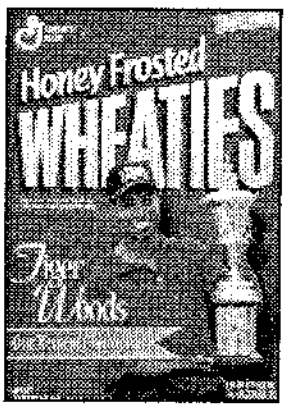
#2 Quaker Honey Graham Oh's Star Trek Secret of Vulcan Fury is the first American (classic) Star Trek box ever! The box front features a subliminal vulcan Spock in the background, and a prominent starship Enterprise on the front! The back has graphics from the Vulcan Fury video game! (Classic) Star Trek appeared on the back of a Crispix (?) box in the early 90's during a Paramount video push, picturing The Trouble With Tribbles episode. The 2 inch video cover was not a feature at all and I personally don't consider it a Star Trek box. This, on the other hand, certainly is! I think (classic) Star Trek rules! There is a Sugar Smacks box featuring Spock from the late 60's which was released in Canada and is worth 700-2000 dollars, but this is the first opportunity that American collectors have had to own a cereal box of their own and for only 1.99 at most stores! If it weren't for Quisp this would certainly be the #1 choice for me!



#3 Major League Grand Slams was simply too graphic to ignore. This General Mills "sport" cereal box is all foil, with an embossed logo, 3 players photos on the front, embossed back featuring caricatures of five Major League baseball players, and was produced exclusively to promote one event: the 69th All Star Game on NBC Sports, July 7th 1998. So if collectors care about sports, and they blinked, they missed this amazing collectable (which at the time of this writing is available at ALL "grocery outlet" stores for 99-1.49 cents). Sport enthusiasts who recognize Bagwell, Bonds, Martinez, Galarraga, Walker, Thomas, McGwire, or Piazza, will all be missing this box if they don't have it. The only chance to own it for themselves is right now, otherwise they'll have to get it from cereal box collectors who were buying cereal boxes as an investment in the Spring and Summer of 1998. That makes this one hot pick for Freakie Magnet readers!

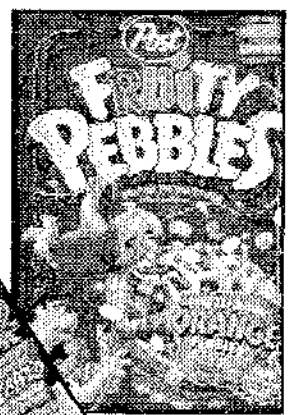
#4 Cap'n Crunch Disney's Mulan features a very fun cartoon tie-in. This Cap'n Crunch box is a component to the ongoing Disney theatrical release cereal box. Aladdin's theatrical release was featured on Cap'n Crunch, as was Hercules. Hunchback and Pocahontas were on Cheerios. Beauty and the Beast, and Little Mermaid didn't appear on cereal for their theatrical release. The thrill is finding the Disney movie that's going to

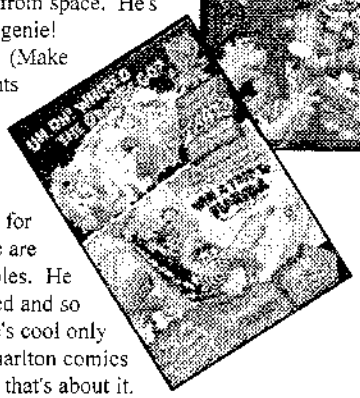
be the "next" Beauty and collecting the heck out of it before everyone else! Mulan is a fun gender bender about a cross dressing girl and her cross dressing soldier friends. It's appallingly violent and surprisingly pro-war. With the mixed-up sexual roles and that violent background, it's amazing that it's a "Disney" movie. It's an entertaining movie and that makes its appearance on Cap'n Crunch a fine thing indeed. Collectors looking back at this moment in time, will recognize this cereal box as being grounded in the time of Mulan's debut, making it a genuine collectable (as opposed to a video or re-release collectable). Mulan is no "Beauty" but it's definitely a 90's-movie and that makes it "pop".



#5 Honey Frosted Wheaties Tiger Woods (Inaugural Box) features Tiger holding his trophy and smiling on the front of a blue box. He's looking good! I like this more than his (regular) Wheaties appearances because a: he looks like Tiger Woods in this picture (and he doesn't on the others) b: he's smiling (and isn't on the others) c: he's holding a trophy instead of a golf club. Tiger Woods is cool because he's a winner. The fact that he wins at Golf, which is a lame sport, becomes immaterial to the fact he's captured the imagination of the nation as a celebrity winner, period. Unlike other golf pros (such as Jack Nicholas, or Cindy Crawford) what makes Tiger the champion that he became was his "underdog" rise to fame and fortune. Michael Jordan may share these qualities, but consequently has the product saturation to satisfy any collector. Tiger is much more low key in providing opportunities to own collectables of his triumph. What makes this cereal box relevant to collectors in the future will be those aspects of his champion nature. He's young, he's happy, and he's got his trophy. That's what makes this cool.

#6 Fruity Pebbles Gazoo! back (Missing Orange Pebbles) has America's first appearance of Gazoo on a cereal box! I've collected each variation of the Fruity Pebbles boxes for the past three years and occasionally, one of these variations (and they change every other month!) contains something of relevance to everyone! Gazoo is one such guy! The little green alien is the Flinstone's answer to the new millenium! He's an alien. America has "alien" fever! He's from space. He's got the powers of a genie! People love genies! (Make A Wish, Friday nights on the WB TGIF). He's an underexploited Hanna Barbera character who's ripe for a resurgence! There are NO Gazoo collectables. He is undermerchandised and so people who think he's cool only got him on a few Charlton comics in the early 70's and that's about it.





Until now. He appeared on a Canadian Pebbles box three years ago and it was a great collecting opportunity. Now, with his appearance on an American cereal box, no collection will be complete without it! They should give this guy his own PEBBLES.

These cereal boxes are collectable opportunities for you to go out and buy, at the time of this magazine's publication. By the time the next issue comes out, most of these boxes won't be available any more. That is one of the things which make cereal box collecting such a viable hobby to invest in! After picking up all of these great American cereal boxes, you might want to contact advertisers in foreign countries for the cereal boxes that are available there! Canada has an amazing hologram Count Chocula box in two variations, the second with an embossed moon, on the front of the hologram! Spain is featuring Star Wars (Estrella de la Muerte) on Estrellitas cereal (in America from: http//www.starwars store.com) and The Simpsons are on Australian Froot Loops (thanks to Craig Hall)! International boxes are much more difficult to collect than boxes you can pick up at any corner supermarket!

A final note for collectors of product packaging, who have expanded beyond the goofiness of cereal boxes into the abstract realms of less viable products: those hideous Hanson boys are pictured on Eggo Waffles! Compare this to having an Osmonds Pop Tarts box from 73. Yikes! I don't know if I'd want to meet the person who wants to buy this from me someday, but I got some. Don't miss Kraft's DC Superheroes Macaroni & Cheese boxes featuring a silver foil embossed logo on the front. The three variations include Batman, Superman, and Wonder Woman (There is a version of these that doesn't have the foil embossed logo). If this were a cereal box it would be every bit as cool as Spiderman cereal! Don't go after this weird stuff until you have all of the cool cereal boxes because THAT'S what it all about! Happy collecting. MIKAL

Previous opportunities for investment featured in the Freakie Magnet: FM#4: Corn Pops Batman Forever Jim Carrey as the Riddler. Cap'n Crunch Home Run Crunch. FM#8: Cocoa Puffs Toy Story figure inpack. Rice Krispie Treats Mini Brain Ball offer. FM#10: Jurassic Park Crunch. Waffle Crisp Pinky & the Brain.

For more info contact MIKAL: http//home.earthlink.net/~item/cereal.htm

Late breaking news: new Frankenberry, Booberry and Chocula with Casper and Wendy Video Offer!

4th Annual Cereal Con

By duanedimock.com

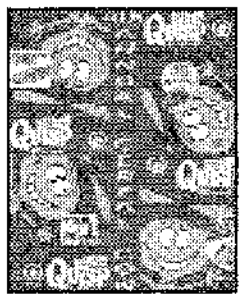
Kane County season came around again and with it Cereal Con 4 sprung up at Dave Gutterman's QUAKE COLLEC-TIBLES store in Chicago. Starting Friday, April 24, 1998 at high noon, collectors, shoppers and regulars started milling in. Dave's store was filled with cereal boxes, cereal prizes, lunch boxes, ad figures, PEZ, almost all conceivable collectible toys on every shelf, table, case and floor. This year's cereal con promotional premium was a numbered Quisp mouse pad showing all 4 positions of 1970's Quisp boxes.

L to R: Probably Bill, Jeff Nock, David Katz, Joel Rasmussen, Graham Trievel, Dan Goodsell, Abraham Schiffman, Roland Coover, Robb Barry Zenner, Brian Shroeder, Brian Razzi, Jon Anderson, Duane Dimock, David Gutterman with Andy Caro on the phone as a virtual con attendee.

Some boxes sold were: Top 3 (Bugs Bunny) ($200), Quisp Bank ($225), Quake Superspinner ($350), Kaboom ($125), Cocoa Puffs 70's ($75), King Vitaman Cartoon ($200), Punch Crunch ($150), Quisp foam disk ($175), Quisp funny animals ($175), Jets ($125), So-Hi Rice Krinkles Bugs Bunny ($200), Cap'n Crunch skiing ($175), Crazy Cow strawberry and chocolate (pair $150), Smurf Cereal ($30).

You'll notice this year not too many females attended the con. Actually, many supermodels showed up and hid behind attendees when I tried to get them in the photo. I will not let this happen next year.

Dan and Steve brought a big selection of cereal boxes and toys. Among the cereal stuff Rob Barry brought were two Quisp Space Walkers, the yellow one sold for $140, while blue caught $125. Jon Anderson and Ken Thompsen both had an array of fun things, which sold throughout the day.



7 Quake/Quisp rings were sold at the cereal con and later re-sold at Kane County for around $5,500 and later showed up in Toy Shop for $18,000. All in all a fun con, next year's tickets can be bought early . . . don't delay.

Cool CON IV Promo Pad

FREE INSIDE CLASSIFIED ADS

60'S POST CEREAL PREMIUMS wanted: Linus the Lionhearted, So-Hi, Sugar Bear, etc: Halloween costumes, inflatables, puppet theatre, spring and string toys, etc. Roland Coover, 1537 E. Strasburg Rd., West Chester, PA 19380. 610-692-3112.

ALL SPACE TYPE PREMIUMS/TOYS and especially CEREAL BOXES: Radio too! Tom Corbett, Captain Video, Buck Rogers, Flash Gordon, Rocky Jones or generic stuff too. Bill Otto, 510 Dowding Court, Bellevue, NE 68005. 402-291-9269.

ANYTHING '65-'75: FREAKIES, Quisp, Quake, Quangaroos, Sir Grapefellow, Baron Von Redberry, Funny Face, Otter Pops, Cattanooga Cats, The Impossibles, Banana Splits, H.R. Pufnstuf, Lidsville, Wacky Races, Monkees, Upsy Downsys, Liddle Kiddles, Farbs, Hot Shots. John Balen, 3461 Oak Glen Drive, Los Angeles, CA 90068-1313

BUY/SELL/TRADE FREAKIES, Monsters,and other cereal premiums. Boss Moss's Corner, Paul Dombrowski, 1204 Knottingham CT, Schaumburg, IL 60193. 847-985-1083

CEREAL ITEMS WANTED: SPORTS cereal boxes and others! Need Vanessa Williams, Mary Lou Retton, Walter Peyton, Mr. T. Send list and prices to Ed Cassidy, 1018 Laurel Street, Ambridge, PA 15003-1760 or call 412-266-7848.

COMMERCIALS WANTED FOR QUISP/ Quake, Grapefellow, color copies of boxes or any premiums. Looking for Soldiers of the Ages (gold or silver plastic toys) and a color copy of the Quisp balloon quaft box. Call Doug Mark, 905-689-3722 EST.

CRAZY COW WANTED - ALL PREMIUMS, BOXES WITH OFFERS for Crazy Cow Stuff! Also any Monster Cereal plastic premiums. Call Matt at 609-317-9318 before 1:30 a.m. EST. 3510 Elm Avenue. Pennsauken, NJ 08109. Brute0661@aol.com.

DASTARDLY AND MUTLEY TELESCOPE and bi-planes, Post crispy critters snap-together plastic animals, H.R. Pufnstuf flute, Banana Splits, Quisp and Quake, vintage Cap'n Crunch items especially rings, foreign Hanna Barbera and Looney Toons figural premiums. Any Underdog, Hoppity Hooper, Mighty Hercules, Funny Company. Ed Chernesky, 401-831-7705. 177 Laurel Avenue, Providence, RI 02906.

FREAKIES CEREAL BOXES Wanted: Looking for boxes offering airplanes, boats, comics, poster and flipntlys. Also looking for nabisco spoonmen figures. David Dowd 773/244-2942 email spoonley @enteract.com

FREAKIES WANTED: Boss Moss "I'm the Boss! Iron-on patch, all fun dots, cut-out airplanes, Goody boat, Boss Moss car, Hamhose Good Friends medal. Will buy or trade. Kevin, 860-464-5142 or Meisner65@aol.com.

FREAKIES WANTED: Iron-on patches, cloth patches, Hamhose magnet, boats, other rare Freakies. Bud Deegan, 4404 N. Montana, Portland, OR 97217. 503-288-9215.

FUNNY FACE WANTED - Tutti Fruity & Raspberry cups needed. Also Screaming Yellow Zonkers figures. Mike Howlett, 101 Spring Street, Cambridge, MA 02141. (617) 661-0435.

FUNNY FACE WANTED - fan club, buttons, drink stand, packages, store displays, booklets, etc. Top prices paid for items I don't have. Thanks! Dan Goodsell, P.O. Box 342, Culver City, CA 90232. 310-815-0465.

FUNNY FACE WANTED - packages, books, watch, pillows, drink stand, iron-ons, store displays, fan club kit. Anything Funny Face or Thirst Fighters. Chris Serratore, 218 N. Main Street, Ambler, PA 19002. 215-628-3213.

FUNNY FACE ITEMS WANTED- packages, booklets, drink stand ANYTHING! Also looking for 2-1 Quisp fun bowl. Will pay top dollar.

DAVID NEUMARK, 2306 North Sixth Street, Burbank, CA 91504.

HALLOWEEN BOXES/FOOD PACKAGING; Batman, Addams Family on Canadian Post Cereals 1992; Canadian Cap'n Crunch Rubdown booklets 1983; A&W Burger Family items. Len Goldberg, Box 64284, Ottawa, Canada K1Y 4V2. (613) 798-8037.

THE IMPOSSIBLES WANTED! Anything and everything to do with The Impossibles - Videos, t-shirts, mugs or caps! A lunch box! Thanks! Cary Groneveldt, 631 W. 152nd Street #3C, New York, NY 10031.

JOSIE AND THE PUSSYCATS erasers, Dick Dastardly Biplanes, Archie's Jalopy and Jungle Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on video tape. Call Oscar, 213-483-5683 or write 1812 Grafton Street, Los Angeles CA, 90026

LOOKING FOR 1956 KELLOGG'S Sugar Smacks, Sugar Pops, 1959 Post Alpha Bits, Grape Nuts Flakes, Sugar Crisp. Ray Fetzner, 504 West 10th Street, Rock Falls, IL 61071-1621.

MIGHTY MAX MINI PLAYSETS wanted (especially Wolfship 7 & Doom Dragon!). Always buying and trading for Cap'n, Monsters & Freaks! Also always looking for Toolie Birds! Guy Himber, 15239 Rayneta Drive, Sherman Oaks, CA 91403. 818-907-8354. GUYHIMBER@aol.com.

MINI SCREAMING YELLOW ZONKERS WANTED! Also the two red crater critters from the back of Freakie Magnet #6; yellow crater critters; wacked out weirdo gumball thangs. Dave & Alice. 635 Howard Place #A102, Madison, WI 53703. 608-294-9142.

MONSTER CEREAL AND OTHER STUFF WANTED: Frankenberry Vinyl, Frankenberry/Count Chocula Glow-in-the-dark stickers ('75), scratch-n-snif stickers. Freakie Hamhose plastic figure. Hamhose and Cowmumble Freakie Magnets. Captain Crunch vinyl. Call/email Stewart at 510-769-8849 - sstanyard@microprose.com. Thanks.

MONSTER SCENES AURORA MODEL KITS WANTED. willing to trade all kinds of cereal boxes for Victims, Vampi, Dr. Deadly and Frankenstein. Mikal Vollmer, P.O. Box 1131, 29 Palms, CA 92277. 760-361-3347.

PAYING CASH FOR QUISP figural ring, Quisp "spear shooting" mobile, & other Quisp/Quake items. Mike Blanchard, 1926 Valley Park Drive, Cedar Falls, IA 50613. 319-266-6039.

PLASTIC CEREAL PREMIUMS wanted, also any Funny Face premiums or old Hostess characters. Ken Thomsen, 624 E. Mulberry, Apt. 2, Bloomington, IL 61701. 309-827-2549.

PLEASE HELP ME FIND these items: Vol I comic "History of the Freakies." 24" x 32" Sendaway poster, Gargle bike flag, Cowmumble mini magnet, any fun dots and flip-n-flys, all embroidered patches but Ham, Cow & Gargle, and various cereal boxes. Top dollar paid! Call Tim at 520-722-3472 anytime!

QUISP AND QUAKE PREMIUMS AND CEREAL BOXES wanted by private collector. Collections also wanted. Greg Roccaro, D.V.M. 894 Armstrong Ave #2-4 SI, NY, 10308. Phone /Fax: (718) 967-8345. E-Mail: Toyvet@aol.com. Web Page: http://www.metdine.com/toys/.

QUISP/QUAKE RINGS, OLD LONDON BULLWINKLE COINS, paper Funny Face items wanted. Jim Rash, 135 Alder Avenue, Egg Harbor Twp, N.J. 08234 call (609)-383-8099 days, (609)-646-4125 evenings.

QUISP, QUAKE, QUANGAROOS PREMIUMS WANTED. Will pay cash or consider trades. Don Onodi, 519 Barbara Drive, Pittsburgh, PA 15227. 412-882-9656.

R&L FIGURES WANTED. Have extras to trade. Etc. Box 1625, West Chester, PA 19380-0051 scratch-x@msn.com

TOOLIE BIRDS, QUISP AND QUAKE wanted! Also Quisp rings; Cap'n Crunch rings; Funny Face walkers; Grins/Smiles; all 1960s–70s cereal premiums! Aaron Sultan, 3201 Arrowwood Drive, Raleigh, NC 27604. 919-954-7111.

WACKY RACES, DASTARDLY AND MUTTLEY, Archies, H.R. Pufnstuf premiums wanted. Steve Wann, 9107 Covered Bridge Road, Baltimore, MD 21234.

WANTED: CEREAL BOXES, ESPECIALLY LINUS'S. Crispy Critters, Twinkles, Frosty-O's ; Cereal premiums, anything from the 60's-70's; Linus the Lionhearted board game. Will buy or trade. Call Gary Miles 717-252-9885, or write: P.O. Box 60, East Prospect, PA 17317.

WANTED: CRATER CRITTERS, funny fringes, real weird gum ball monsters - Dave Stearns, 635 Howard Pl. #A102, Madison, WI 53703.

WANTED! ANY ITEMS WITH the Sugar Corn Pops BIG YELLA character on it! Boxes, toys, etc. especially the BIG YELLA yo yo mail away. Also SUGAR BEAR yo yo. Call David 818-566-9825.

WANTED! FREAKIES: COMPLETE SET OF 'freakie figures'. Also looking for a Freakies cereal box. Please call Chris at (212) 924-3337, or e-mail me at claid@aol.com. Thanks!

WANTED HOSTESS BOXES with Twinkie the Kid, Captain Cup Cake, King Dong etc. Brian Paichendt, 1361 W. 144th Street #2, Cleveland, OH 44102. 216-228-2246.

WANTED: PLEASE SEND CURRENT LISTS. Also collect Liddle Kiddles (will buy ANYTHING I don't have!). Thanks. Laura Miller, 3639 Fourth Avenue, La Crescenta, CA 91214. (818) 957-3207.

WANTED: COOKIE CRISP boxes and toys, Grins&Smiles&Giggles &Laughs, spoon riders/bowl hangers. Andrew Yoder, POB 840, Mont Alto, PA 17237. ayoder@cvn.net; http://www.cvn.net/~ayoder

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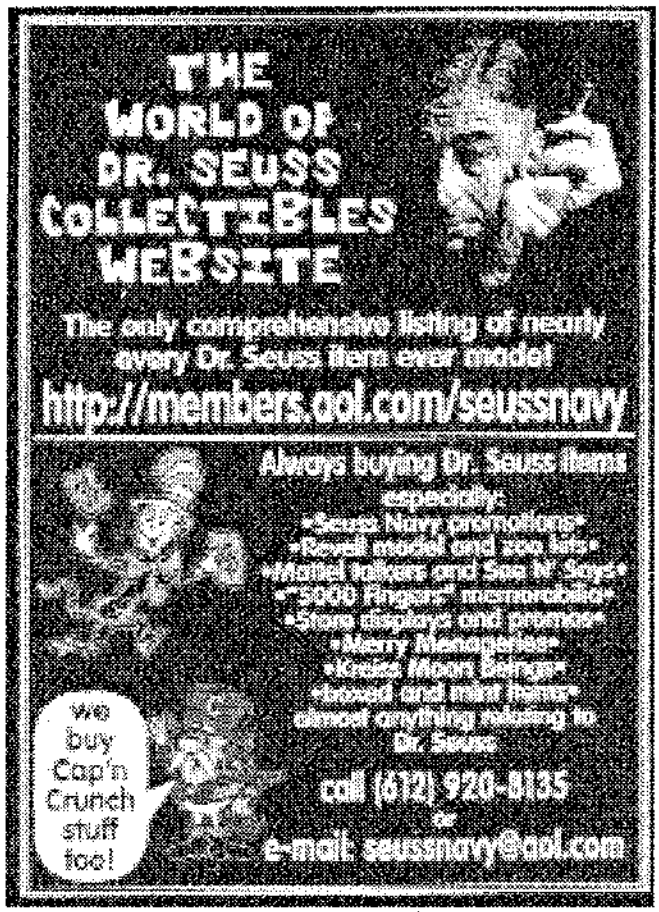
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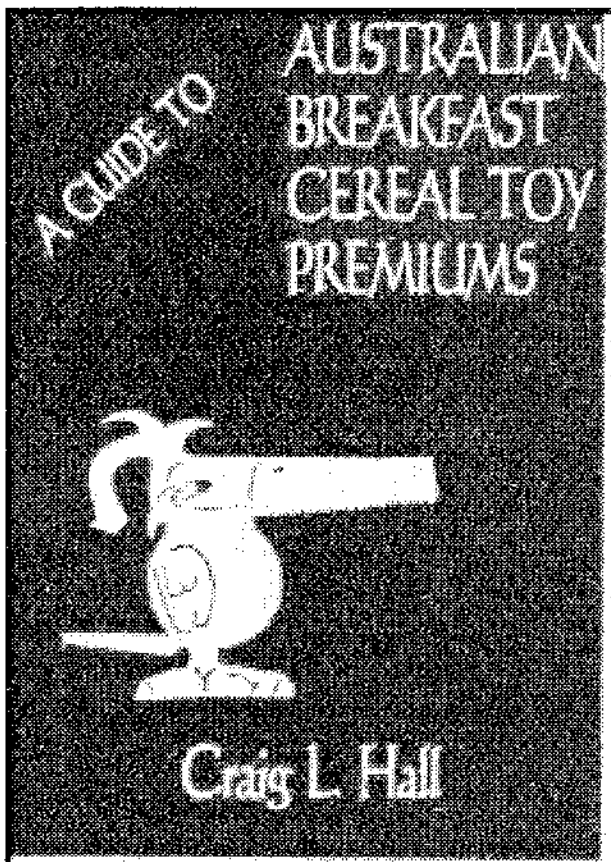

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Send to: Mike Speth
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Aurora, CO 80015-2345

And E-mail, astronit@ecentral.com, for list of cereal premiums for sale and trade.

CEREAL PREMIUM WANT LIST

1. Archies pop-ups: Bettie, Veronica @$30
2. Canadian Hanna-Barbera green/orange 1" figures @ $50
3. Cap'n Crunch plastic nodder: Alfie, Brunnhilde @ $200
4. Cap'n Crunch plastic nodder: Jean LaFoote $150
5. Crater Critter: King Crater (with crown) $200
6. Freakies Flip'n'Flies @ $50
7. Looney Tunes notch-ems: Bugs, Tweety, Yosemite @ $20
8. Monster Cereal drink mixer (with lid) $100
9. Monster Cereal Frankenberry parachute figure $50
10. Quisp light-switch stickers (3 different) @ $35
11. Quisp magnaviewer $100
12. Quisp moonmobile (paper glows in dark) $100
13. Quisp Space Disk Whistle ring (yellow, assembled) $400
14. Vulture Squadron Fan club kit $100

Jim Rash
135 Alder Avenue, Egg Harbor Twp., NJ 08234
(609) 646-4125
email: rasharoo@msn.com

TOMS TOYZ

Tommy Brookshire P.O.B. # 13531 Okla.City, OK 73113

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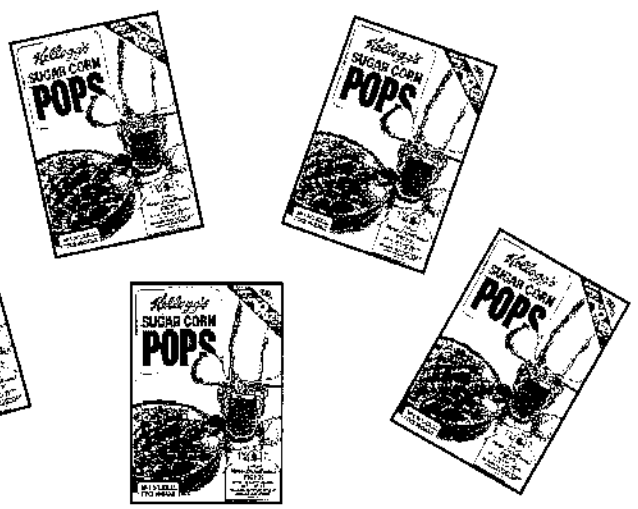

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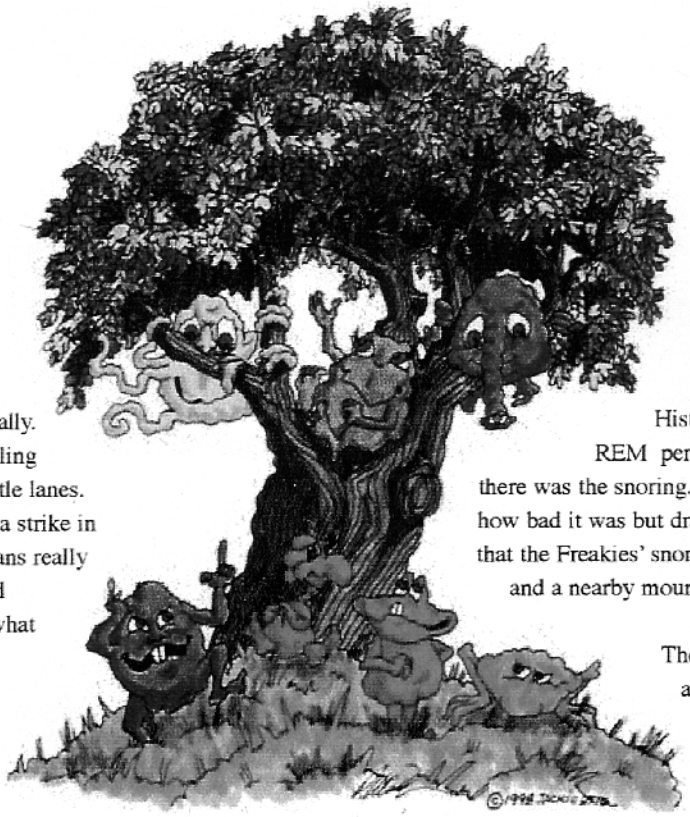
Small Warehouse Find of a Vintage 1977 Kellogg's Sugar Corn Pops Cereal Box featuring Big Yella! These Flats have never been assembled into boxes & are super-MINT! They are $40.00 each & that includes postage too!

THE FREAKIES AREN'T DEAD. THEY WERE JUST RESTING.



It was the strangest thing, really. There the Freakies were, bowling side-by-side on their seven little lanes. Cowmumble had just thrown a strike in spite of her abysmal (that means really bad) form and that had caused Gargle to begin formulating what is now a universally accepted equation; ignorance x chance squared equals success. Or, S = ic2.

Anyway, just as he was getting a really fine intellectual grip on his theory, all the Freakies began getting groggy. Soon they had slipped into the alpha state, which most of us know as that really goofy time right before you fall asleep. And since it's just a hop, skip and a drool from the alpha state to deep sleep, that's what they did. Sleep, mean. Boy did they sleep.

History tells us they had the longest REM period ever recorded. Then, too, there was the snoring. History doesn't tell us exactly how bad it was but drawings on cave walls indicate that the Freakies' snores cleared out a whole forest and a nearby mountain range.

Then, after about 25 years, as if by magic they awoke - feeling refreshed and ready for fun.

Finding themselves in 1998 was a little disorienting but they soon adjusted to computers, cell phones, CDs and the Spice Girls. (Although that last one was a little hard at first.) And when they found out about the internet, well, they set up a website lickitysplit and that's where you can find them today. And if you sign their guest book while you're there, one of the Freakies will email you back!

SO VISIT THEM AT :

http://www.freakies.com